

# I'm So Excited you are a part of our Mary Kay Family!

Giving families choices is what Mary Kay is all about and my greatest desire is to help YOU design the life of your dreams! We all begin with the same Starter Kit and then we get to choose what success looks like for us, based on our timing and terms. How empowering is that??



I started just like you in 1987 while I was active duty in the Air Force. After just one year, I was able to step away to build my business full-time. My goal from the beginning was to be a 6-figure, work-from-home Mom.

My husband, Tom, has since retired from the Air Force and because of my Mary Kay income, he works with me in our dream home in Tennessee. He takes care of the paper side of the business so I get to invest all of my time coaching leaders like you.

Our daughter, Samantha, who was 18 months old when I started, is now our Unit Manager. You will hear from her soon so she can walk you through the digital side of the business. So fun to have a family business.

You are joining one of the top ranked Units in the U.S. that has sold over 20 Million dollars of product since 1987. You are also a part of our Dream Team National Area, which is currently Top 50 in the nation. Together, we have sold over 60 Million dollars of product! That's blessing a lot of clients with this powerhouse product!!

You are an important part of our Mary Kay family, regardless of your activity. I am honored to be partnering with you to step you into the life of your dreams!! Let the journey begin today...let's write your success story and make it a masterpiece!



**Welcome from Diana!**

<https://bit.ly/WelcomefromDiana>

**Your #1 Fan!**



### You Can Reach Me Several Ways

931-305-0512 (Assistant-Texting Only)

Cell: 931-561-4026

Email: [diana@mkdreamteam.net](mailto:diana@mkdreamteam.net)

#### Mailing Address:

1020 Yellow Creek Rd., Dickson, TN 37055

Facebook: [www.facebook.com/diana.sumpter](http://www.facebook.com/diana.sumpter)

Voxer: nsddiana

Twitter or Instagram: @DianaSumpter

# Quick Start

# 6 Most Important List

## 6 THINGS TO DO IN 6 DAYS

- 1) Get to know our iconic founder Mary Kay Ash...click on the video link in your welcome text! (6 min.)
- 2) Sign-up for your MK Website & Propay. (15 min.)
- 3) Connect with your Recruiter to schedule your first gathering. (3 min.)
- 4) Talk with your Director to hear about the FREE product available to you with your first order. (40 min.)
- 5) Create your list of at least 6 women who will let you borrow their face for practice. (5 min.)
- 6) Collect at least 6 orders with your Start-Up Special. (10 min. - setup your text, posts and/or reels)

Complete in 6 days  
and earn a Ring Light



## Scripts and Posts for Start-Up Special



**On your main social media profiles (TikTok, Snap, Instagram, Facebook):**

Post the mascara portion of the Start-Up Special graphic (OR go Live) and do a quick poll: "What is the most important feature of your mascara?"

**Posts for Private Groups, Facebook Messenger & Texts:**

I'm so excited! I just started teaching skin care (or started a Leadership Program) with Mary Kay! This decision was made after lots of thought and prayer!!

Checkout my Start-Up Special for those who are willing to be my first encouragers and social media influencers!

Thank you for helping me win my first challenge! DM me to reserve your Start-Up Special!

QUICK POLL: What is the most important feature of your mascara?

# Kickoff your business



## EARN YOUR PEARLS of Sharing

### PEARL Earrings

Have **3 guests** ask us 3 questions after watching the "Peek Into Pink" video.

LINK: [bit.ly/DianaPeekIntoPink](http://bit.ly/DianaPeekIntoPink)

	NAME	PHONE #	HER RESPONSE
1.	_____	_____	_____
2.	_____	_____	_____
3.	_____	_____	_____

### PEARL Necklace

Have **3 guests** ask us 3 questions after watching the "Peek Into Pink" video.

LINK: [bit.ly/DianaPeekIntoPink](http://bit.ly/DianaPeekIntoPink)

	NAME	PHONE #	HER RESPONSE
1.	_____	_____	_____
2.	_____	_____	_____
3.	_____	_____	_____



PEEK INTO PINK

[bit.ly/DianaPeekIntoPink](http://bit.ly/DianaPeekIntoPink)



SCAN ME



## TOP 3 QUESTIONS Asked About Ordering Products

### What would I order?

We use the Create-a-RollUp Sheet (page 5) as the backbone for every initial order. Experience has shown us the products you wear and show are the products you sell. We order several of the most popular items instead of a "one of everything" concept. This allows you to have enough products to create that "WOW! Delivery On-The-Spot Client Experience" even when everyone orders the same color or type of product.

### Where would I keep it?

We take our product with us to appointments, so we teach you how to pack for easy loading and unloading. You can keep some products on a small shelf if you choose, however we want you to have the majority of your products in your car to create that "WOW! Delivery On The Spot Client Experience".

### I'd like to hold some appointments and see what people will order. Can I order at a later time?

This is an option for all consultants; however keep in mind the experience you create on that first appointment is how you are "branded" in her mind. If she must wait 7-10 days on her products, she is less likely to think of you when she runs out of product, refer you to a friend or share a beauty experience with her girlfriends. This is why the company offers the most robust Great Start product bundles on your first order. Think of it this way... you find a Boutique you like and want to purchase a dress. You are told the dress will have to be ordered, full payment is required, and the dress will be available in a week to ten days! You could lose some of your enthusiasm, right? In fact, you might go to another store!



# Kickoff your business



EARN FREE PRODUCT  
[bit.ly/FreeProductVideo](https://bit.ly/FreeProductVideo)



SCAN ME

## ADVANTAGES OF ORDERING PRODUCTS

1. You will sell more because **women buy impulsively** and will delight in being able to take the product home and use it immediately.
2. When your **client takes it home immediately**, she remembers how to use the product and will not change her mind as she might if you come back two weeks later to deliver her order.
3. It is a **time-saver for you**. While you were making deliveries, you could have been doing another Beauty Experience!
4. It can be very **challenging to get customers to pay up-front** for their product if a large and varied inventory is not available.
5. You can **put product out on trial**: Not only is it great for busy customers, it is crucial when finding the right fit for a skin care program. Just let her use the product for one week and at the end of the week, she can purchase it or return it to you. You can take the open bottles and use them yourself or use them as demonstration items.
6. You will always have product on hand for **making and marketing your gift giving services** (baskets)
7. You will have the product on hand so that **you can provide “Creative Financing” for your customers**. Sometimes you need to offer split payment arrangements but want them to take their product home.
8. One of the most important reasons to carry inventory on hand involves our role as a Beauty Consultant. **Our #1 priority is customer satisfaction**, and not only does carrying product ensure efficient and prompt customer service with initial delivery, it allows you to immediately carry out an exchange when necessary. For example, should a formula or shade not be quite right in the initial purchase, you are able to swap out what’s not working for a better suited product in your inventory right away. This ensures there won’t be a disruption in the rest of her beauty routine!



**Keep in mind...**

**there is a 90% repurchase option** within your first year because Mary Kay is a member of the Direct Selling Association. So, there is very little financial risk involved in setting up for a “WOW! Delivery On The Spot Client Experience”.

# CREATE-A-ROLLUP



*Today's Specials*

Choose any **8 sets**  
for only **\$399**  
+ FREE Rollup Bag!

Choose any **6 sets**  
for only **\$299**

Choose any **4 sets**  
for only **\$199**

Choose any **2 sets**  
for only **\$99**

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## DAILY SKIN CARE

<p><b>1</b></p> <p><b>TIMESWISE REPAIR SET</b> <i>(Counts as 4 sets)</i></p> <p><b>\$215</b></p> <p><b>ADVANCED REGIMEN</b></p>	<p><b>2</b></p> <p><b>TIMESWISE ULTIMATE MIRACLE SET + MICELLAR WATER</b> <i>(Counts as 3 sets)</i></p> <p><b>\$168</b></p>	<p><b>3</b></p> <p><b>TIMESWISE MIRACLE SET</b> <i>(Counts as 2 sets)</i></p> <p><b>\$116</b></p>	<p><b>4</b></p> <p><b>MARY KAY SKIN CARE</b> <i>(Counts as 1 set)</i></p> <p><b>\$60</b></p>
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*\*Ask your consultant about other skin care options.*

## NEXT LEVEL SKIN CARE

<p><b>5</b></p> <p><b>Moisture Renewing Gel Mask</b> <b>Charcoal Mask</b> <b>Mask Applicator</b></p> <p><b>\$64</b> <i>(Counts as 1 set)</i></p>	<p><b>6</b></p> <p><b>Microderm Set (Refine &amp; Pore Minimizer)</b></p> <p><b>\$58</b> <i>(Counts as 1 set)</i></p>	<p><b>7</b></p> <p><b>Clinical Solutions (Retinol 0.5 &amp; Facial Milk)</b></p> <p><b>\$120</b> <i>(Counts as 2 sets)</i></p>	<p><b>8</b></p> <p><b>Revealing Radiance Facial Peel</b> <b>Choose one Clinical Solutions Booster</b></p> <p><b>\$106</b> <i>(Counts as 2 sets)</i></p>
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## BEAUTY ESSENTIALS

<p><b>9</b></p> <p><b>Oil Free Eye Makeup Remover</b> <b>Hydrogel Eye Patches</b></p> <p><b>\$60</b> <i>(Counts as 1 set)</i></p>	<p><b>10</b></p> <p><b>5 Professional Brushes with Clutch</b></p> <p><b>\$56</b> <i>(Counts as 1 set)</i></p>	<p><b>11</b></p> <p><b>Perfecting Concealer</b> <b>Foundation</b> <b>Foundation Primer</b> <b>Finishing Spray</b> <b>Setting Powder</b> <b>Foundation Brush</b></p> <p><b>\$115</b> <i>(Counts as 2 sets)</i></p>	<p><b>12</b></p> <p><b>Filled Perfect Palette</b> <b>CC Cream</b> <b>Mascara</b> <b>Lip Gloss</b></p> <p><b>\$116</b> <i>(Counts as 2 sets)</i></p>
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# Financing your business

Scan QR Code or use link to  
Watch Video

[bit.ly/BundlesBonuses](https://bit.ly/BundlesBonuses)



STAR CONSULTANT LEVEL	WHOLESALE	# OF CLIENTS PER MONTH	READY, SET, SELL BUNDLES EARNED	READY, SET, SELL BUNDLE ESTIMATED VALUE	# OF CREATE A ROLL-UP BUNDLES	SKIN CARE LINES	FOUNDATIONS (Ivory/Beige) (Beige/Bronze)	GLAMOUR	APPROX. TOTAL AMOUNT (Wholesale + \$200 Biz Supplies + Tax on Retail Cost)
Emerald	\$3,600	25-30	6	\$1,307.50	4	All	Both	Full	\$4,600
Diamond	\$3,000	20-25	5	\$1,127.50	3	3 Lines	Either	Limited	\$3,850
Ruby	\$2,400	16-20	4	\$947.50	2 1/2	3 Lines	Either	Basic	\$3,150
Sapphire	\$1,800	12-16	3	\$767.50	2	2 Lines	Limited	Very Basic	\$2,430
	\$1,200	8-12	2	\$551.50	1 1/2	2 Lines	Limited	Very Basic	\$1,675
	\$600	4-8	1	\$371.50	1	2 Lines	Limited	Very Basic	\$925
	\$225		0	0					\$250

## READY SET SELL Essential Product Bonus Bundles

With Great Start: Ready, Set, Sell!, you can get the most profit in your pocket when you place your first order and start your Mary Kay business strong.

*first 15 days* Start Your Business in 15 Days to earn your Free Color Bundle, \$144.50

15th Day:



### 1 TimeWise® Miracle Set Bundle, \$180



### 2 Open for Business Bundle, \$166



### 3 Lash and Lip Bundle, \$158



### 4 Ultimate Targeted Solutions Bundle, \$150





# Ways to Fund your business



## MARY KAY CREDIT CARD

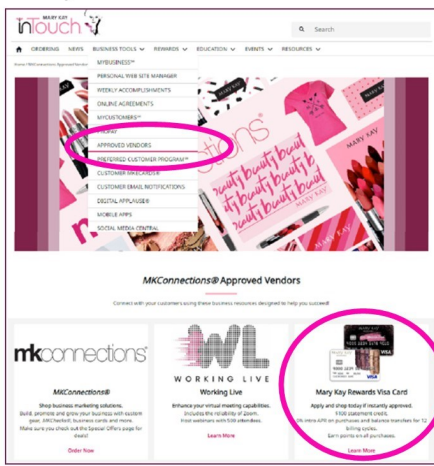
Exclusively for Mary Kay Ind.  
Beauty Consultants

**0% APR for the FIRST YEAR!**

**High Approval Rate** for people with score of 660-720  
and \$20K combined household income



1. Log on to **MaryKayIntouch.com**
2. Select **"Business Tools"** drop-down, then **Mary Kay Rewards VISA**
3. Click **"Apply Now"**
4. Complete the **application steps**,
5. When you receive **instant approval**, write down your account information so you can start using your MK Rewards Visa immediately



## DON'T KNOW YOUR CREDIT SCORE?

Check out these sites for a **FREE** credit check before you get started

- Credit Karma
- Bank Rate
- creditcards.com

## LOAN OPTIONS

- Credit Unions (very helpful and give great approvals)
- Line of credit
- Use savings to secure a credit card for your business
- Consolidate debt

## OTHER CARDS

- Discover IT
- Venmo
- Paypal
- Apple

## LOWER CREDIT?

- Citi Bank
- Avant
- Capital One

## CREATIVE SOLUTIONS

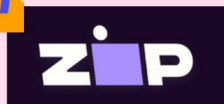
- Sell something you don't need
- Collect orders to build your first inventory order quickly
- Supportive relative or friend give you a loan

## FLEX PAY OPTIONS

**4 payment**  
**0% interest**



**Klarna.**



## HELPFUL TIPS

- Do ALL applications in one day to avoid credit hits for inquiries showing up while you are searching for funding.
- Use your gross (before taxes) household income when applying.
- Recommend using a "Mary Kay Only" card and not using it again after your first order.
- Use your Mary Kay account debit card for reorders based on sales.
- Training is available to teach you how to pay your card/loan off with weekly payments.